



# MEMBER PROFILE: CLUB DIRECTOR

## NUMBER & GENDER BREAKDOWN

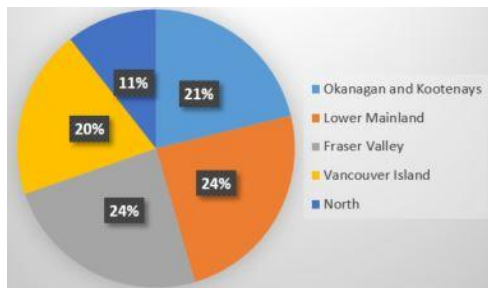
63 CLUBS (2021)

FEMALE MALE

25% 75%

\* Numbers are from survey responses but correlate to the typical breakdown of club directors.

## GEOGRAPHIC BREAKDOWN (2021)



## PARTICIPATION IN VBC PROGRAMS

- Indoor club volleyball
- Provincial Championships
- Youth beach/outdoor
- Some are involved in or coach Team BC

## MY MOTIVATION TO BE INVOLVED IN VOLLEYBALL

1. Having fun.
2. Giving back.
3. Being involved in the sport.
4. Personal development.

## MY TOP 3 THINGS FOR VBC TO DELIVER

1. Club competitions.
2. Club support.
3. Coach development

## MY PERSONALITY

I am busy and have lots going on. I'm engaged in my community and I care about how my involvement positively impacts the sport. I like to be busy and I often wear multiple hats (eg. Coach)

## MY GOALS IN VOLLEYBALL

I enjoy supporting the development of athletes. I will stay involved for as long as I am enjoying it and the demands aren't too onerous.

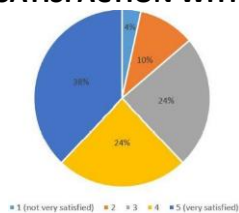
## MY COMMUNICATION WITH VBC

I use Instagram and Facebook. I want to receive content on volleyball tips & tricks, volleyball news, and VBC events/activities. VBC can improve communication by answering more quickly, proactively sharing information, and updating the website.

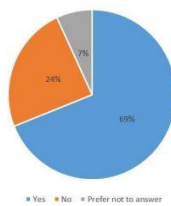
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### MY SATISFACTION WITH VBC



### DO I FEEL PART OF VBC?



### OPPORTUNITIES TO IMPROVE

**Out of all the member groups, Club Directors are the least satisfied with VBC. Just under 40% of Club Directors said that they were dissatisfied or rated VBC support as average. To improve, VBC could....**

**Nearly 25% of Club Directors said that they did not feel part of VBC. To provide more value, VBC could....**

- Increase consultation.
- Increase 1:1 meetings.
- Prompt communication
- Support with registration system.
- Consistent standards for events.
- Improved customer service.
- Tailored content that is specifically relevant to club directors.

- Increased response times.
- Proactive distribution of info.
- Run more opportunities to play.
- More opportunities to be consulted.

- Engage clubs in planning.
- Opportunities for all clubs to be heard whatever their size.
- Support clubs to handle admin.
- Enforce standards.

### OUR VALUE PROPOSITION

We recognise your essential role and prioritise our relationship with you. We support you and provide you with the information that you need to do your job. We offer services of value for your club and organise competitions for your members that are fun, fair, and developmentally appropriate. We respond promptly and value your input.

### PRIORITIES FOR ACTION

#### COMMUNICATION & CONSULTATION

- ✓ Create a forum or mechanism for Club Director input into the Regional Development Committee.
- ✓ Create dedicated support/help for Club Directors to use the registration system.
- ✓ Offer 1:1 meetings between Regional Managers and Club Directors in the lead up to Club Season and post-Club Season.
- ✓ Establish a calendar of communication milestones and key dates to allow Club Directors to plan ahead.
- ✓ Create an improved club section on the new volleyballbc.org website with easily navigable information.
- ✓ Create a secure Club Directors-only section of the website with resources and support.
- ✓ Develop a Club Guide for athletes and families that clubs can use.
- ✓ Raise the profile and increase recognition opportunities for the essential role of Club Directors.

#### CONNECTION & COMMUNITY

- ✓ Proactively host webinars for Club Directors on topics of interest and key changes in the sport landscape.
- ✓ Establish customer service standards to improve response times across VBC.
- ✓ Create a new Slack channel to allow instant communication and promote community among Club Directors.
- ✓ Implement standardised club events in each region, providing consistency of experience.
- ✓ Create opportunities for Club Directors to engage and connect socially.
- ✓ Review the club structure to increase opportunities for meaningful competition and participation.
- ✓ Continually assess ways in which VBC might provide new or improve existing services to meet the specific needs of clubs.

**READ OUR MEMBER ENGAGEMENT & COMMUNICATION PLAN AND FIND OUT MORE AT VOLLEYBALLBC.ORG**